

ABSTRACT

A virtual community system relating to the embodiment comprises a community providing server 10, a user terminal 20, and a user website server 30 which are connected to each other via a network 40. The community
5 providing server 10 issues a community tag in order to mount a tag community on a website of a registered user. The user inserts the community tag in HTML data constituting their own website. HTML data inserted with the community tag is stored in the user website server. The website partially containing the tag community is shown on a user terminal 20 of a user who
10 accesses the website of the registered user, thus facilitating their participation in the virtual community.